

## EC Warning Labels

EC rules require that on the front of the pack, manufacturers rotate two mandatory warnings, as follows:

1. Smoking causes cancer.
2. Smoking causes heart disease.

The rules further provide that on the back of the pack, manufacturers rotate warnings to be selected from a list of optional warnings. Each country has chosen between two and six optional warnings.

TOTAL	COUNTRY	WARNING
3	Ireland, Portugal, U.K.	1. Smoking causes fatal diseases.
2	Ireland, U.K.	2. Smoking kills.
1	Portugal	3. Smoking can kill.
9	Belgium, Denmark, France, Germany, Ireland, Italy, Netherlands, Spain, U.K.	4. Smoking when pregnant harms your baby.
6	Denmark, Greece, Italy, Portugal, Spain, U.K.	5. Protect children: don't make them breath your smoke.
4	Denmark, France, Italy, Spain	6. Smoking damages the health of those around you.
2	Germany, Ireland	7. Stopping smoking reduces the risk of serious disease.
1	Spain	8. Smoking causes cancer, chronic bronchitis and other chest diseases.
0		9. More than ( . . . ) people die each year in (name of country) from lung cancer.
0		10. Every year, . . . people are killed in road accidents in (name of country) -- . . . times more die from their addiction to smoking.
2	Italy, Luxembourg	11. Every year, addiction to smoking claims more victims than road accidents.
2	Ireland, Portugal	12. Smokers die younger.
6	Belgium, France, Greece, Ireland, Luxembourg, Netherlands	13. Don't smoke if you want to stay healthy.
0		14. Save money: stop smoking.
0		15. Smoking causes addiction.

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